ORDER

Orders Order / Rev: 714492 06321162 Alt Order #: NEA FUND FOR CHILD. Product Desc: WKYC Estimate: 1640 09/19/12 - 09/25/12 Flight Dates: Primary AE: Joe Knauer Original Date / Rev: 09/25/12 / 09/25/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT New Media Firm, The/ POL Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1322 G Street SE Billing Cycle: EOM/EOC Washington, DC 20003 Agency Commission: 15% Advertiser Name: **NEA Fund for Children and Public** Demographic: A35+ New Business Thru: **Product Codes:** IS-Issue/Non Ballot Order Separation: 00:15:00 Priority: P-5 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

Totals

Bill Plan

Start Date	End Date # Spots		Gross Amount	Net Amount			
08/27/12	09/25/12	42	\$71,400.00	\$60,690.00			

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	42	\$71,400.00	\$60,690.00	0.00
Totals	42	\$71,400.00	\$60,690.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Γime I	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1	WKYC	09/21/12	2 09/21/12	Tonight Show	CM	1135p-1237	a	F	:30	1	\$3,500.00 P-5	0.00 NM	1	\$3,500.00
	TONITE	SHW-NE	o.c.,	Tonight Show										
		t Date	End Date	Weekdays	Spoto/Mook	Rate	Doting							
١٨/	<u>اعاد</u> ′/eek: 09		09/23/12	<u>vveekuays</u> F	Spots/Week	\$3,500.00	Rating 0.00							
			2 09/21/12	M-F 2-3p	CM	2-3p		F	:30	1	\$450.00 P-5	0.00 NM	1	\$450.00
2	WICIC	03/21/12	2 03/21/12	Rachel Ray	Civi	2-5p		1	.50	'	φ430.001 -3	U.UU INIVI	'	Ψ430.00
	RACHAI	EL RAY		radioritay										
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating							
W	/eek: 09/	17/12	09/23/12	F	1	\$450.00	0.00	1						
3	WKYC	09/21/12	2 09/21/12	M-F 4-5p	CM	4p-5p		F	:30	1	\$800.00 P-5	0.00 NM	1	\$800.00
				Ellen Degeneres										
	ELLEN<													
		t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
	/eek: 09/		09/23/12	F	1	\$800.00	0.00							
4	WKYC	09/21/12	2 09/21/12		CM	5р-6р		F	:30	1	\$1,400.00 P-5	0.00 NM	1	\$1,400.00
	DR. PHI			Dr. Phil										
		t Date	End Date	Weekdays	Spots/Week	Rate	Rating							
W	<u>عادی</u> /eek: 09/		09/23/12	F		\$1,400.00	0.00							
			2 09/21/12	M-F 6-7a		6a-7a		F	:30	1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
Ü	*******	00/21/12	2 00/21/12	Channel 3 News				-	.00	•	Ψ2,000.001	0.00 11111		Ψ2,000.00
	CH3 NE	WS TOD	AY		.,									
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating							
W	/eek: 09/	17/12	09/23/12	F	1	\$2,500.00	0.00	1						

Print Date: 09/25/12 09:07:48 Page 2 of 5

Order / Rev: 714492 Advertiser: NEA Fund for Children and Public

Alt Order #: 06321162 Product Desc: NEA FUND FOR CHILD. WKYC

Flight Dates: 09/19/12 - 09/25/12 Estimate: 1640

Ln Ch Start End	•	Start/End T		Len Spots	Rate Pri			Amount
6 WKYC 09/21/12 09/21/12	M-F 9-10a Today II CM Today Show II	9a-10a	F	:30 1	\$800.00 P-5	0.00 NM	1	\$800.00
TODAY SHW2-NBC								
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week	Rate \$800.00	Rating 0.00					
7 WKYC 09/24/12 09/24/12	Late Night CM	1237a-136a	M	:30 1	\$1,200.00 P-5	0.00 NM	1	\$1,200.00
J FALLON-NBC<	Late Night w/Jimmy Fallon							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	M 1	\$1,200.00	0.00		Ф050 00 D 5	0.00.104		# 050.00
8 WKYC 09/24/12 09/24/12	M-F 3-4p CM The Doctors	3p-4p	М	:30 1	\$650.00 P-5	0.00 NM	1	\$650.00
DOCTORS<								
Start Date End Date Week: 09/24/12 09/30/12	Weekdays Spots/Week M 1	Rate \$650.00	Rating 0.00					
9 WKYC 09/24/12 09/24/12	M-F 4-5p CM	4p-5p	M	:30 1	\$800.00 P-5	0.00 NM	1	\$800.00
ELLEN<	Ellen Degeneres							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	M 1	\$800.00	0.00					
10 WKYC 09/24/12 09/24/12	M-F 6-630p CM Channel 3 News at 6p	6p-630p	M	:30 1	\$3,000.00 P-5	0.00 NM	1	\$3,000.00
CH 3 NWS AT 6	Chaimor o Nono at op							
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12	Weekdays Spots/Week M 1	Rate \$3,000.00	Rating 0.00					
11 WKYC 09/24/12 09/24/12	<u> </u>	6a-7a	M	:30 1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
	Channel 3 News Today @ 6AN	1						
CH3 NEWS TODAY Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	M 1	\$2,500.00	0.00					
12 WKYC 09/24/12 09/24/12	M-F 7-9a Today CM Today Show	7a-9a	М	:30 1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
TODAY SHW	Today Show							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12 13 WKYC 09/24/12 09/24/12		\$2,500.00 730-8p	0.00 M	:30 1	\$2,000.00 P-5	0.00 NM	1	\$2,000.00
	Entertainment Tonight	·						
ENT TONIGHT 30< Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	<u>M</u> 1	\$2,000.00	0.00					
14 WKYC 09/24/12 09/24/12	M-F 9-10a Today II CM Today Show II	9a-10a (9:00 AM-10:	M	:30 1	\$800.00 P-5	0.00 NM	1	\$800.00
TODAY SHW2-NBC	Today Show II	(9.00 AIVI-10.	OU AIVI)					
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12 15 WKYC 09/22/12 09/22/12		\$800.00 6-630p	0.00	:30 1	\$3,000.00 P-5	0.00 NM	1	\$3,000.00
	Channel 3 News at 6P SAT	,			, , , , , , , , , , , , , , , , , , , ,			, , , , , , , , , , , ,
AVG. ALL WKS Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12	S- 1	\$3,000.00	0.00					
16 WKYC 09/22/12 09/22/12	0 ,	M-Su 6:28p-	7p S-	:30 1	\$4,000.00 P-5	0.00 NM	1	\$4,000.00
AVG. ALL WKS<	Nightly News							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12 17 WKYC 09/22/12 09/22/12	<u> </u>	\$4,000.00 7a-9a	0.00	:30 1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
	NBC Today Show (Sa)		J		,=,200.001 0	2.00 11171		+=,000.00
TODAY SHOW Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12	S- <u>Spois/veek</u>	\$2,500.00	0.00					
18 WKYC 09/20/12 09/20/12	СМ	11a-1230p	T	:30 1	\$800.00 P-5	0.00 NM	1	\$800.00

Print Date: 09/25/12 09:07:48 Page 3 of 5

Order / Rev: 714492 Advertiser: NEA Fund for Children and Public

Alt Order #: 06321162 Product Desc: NEA FUND FOR CHILD. WKYC

Flight Dates: 09/19/12 - 09/25/12 Estimate: 1640

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots M-F 11a-1230p 11a-1230p TODAY SHW3-NBC< Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 09/17/12 09/23/12 - - - T- - -\$800.00 0.00 19 WKYC 09/20/12 09/20/12 M-F 3-4p СМ - - - T- - -:30 \$650.00 P-5 0.00 NM \$650.00 3p-4p 1 The Doctors DOCTORS< Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/17/12 09/23/12 - - - T- - -\$650.00 0.00 20 WKYC 09/20/12 09/20/12 СМ - - - T- - -:30 \$100.00 P-5 0.00 NM Early Today 4a-430a \$100.00 Early Today EARLY TDAY-NBC< Start Date **End Date** Weekdays Spots/Week Rate Rating - - - T- - : Week: 09/17/12 09/23/12 0.00 \$100.00 - - - T- - -\$800.00 P-5 21 WKYC 09/20/12 09/20/12 M-F 4-5p CM 4p-5p :30 0.00 NM \$800.00 Ellen Degeneres ELLEN< Start Date **End Date** Weekdays Spots/Week Rate Rating 09/23/12 - - - T- - -Week: 09/17/12 \$800.00 0.00 M-F 6-630p 22 WKYC 09/20/12 09/20/12 CM 6p-630p ---T---:30 1 \$3.000.00 P-5 0.00 NM \$3,000.00 1 Channel 3 News at 6p CH 3 NWS AT 6 Start Date **End Date** Spots/Week Weekdays Rate Rating 09/23/12 1 \$3,000.00 Week: 09/17/12 0.00 Ch Date Range Start/End Time Weekdays Rate Rtg Type Description Length 1 NKYC 09/17/12-09/23/12 M-F 6-630p 6p-630p - - Th- - -:30(\$3,000,00) 0.00 NM See MG 22.2 [ci] 2 NKYC 09/24/12-09/25/12 M-F 7-730p МТ-----7-730p :30 \$3.000.00 0.00 NM MG for 22.1 09/20 - - - T- - -23 WKYC 09/20/12 09/20/12 M-F 7-730p СМ 7-730p :30 1 \$3,000.00 P-5 0.00 NM \$3,000.00 Channel 3 News at 7P CH 3 NWS AT 7< Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 - - - T- - -\$3,000.00 0.00 24 WKYC 09/20/12 09/20/12 M-F 7-9a Today СМ ---T---:30 \$2.500.00 P-5 0.00 NM \$2,500.00 7a-9a 1 **Today Show TODAY SHW End Date** Weekdays Spots/Week Rating Start Date Rate - - - T- -Week: 09/17/12 09/23/12 \$2,500.00 0.00 25 WKYC 09/20/12 09/20/12 \$800.00 P-5 M-F 9-10a Today II CM 9a-10a ---T---:30 0.00 NM 1 \$800.00 Today Show II **TODAY SHW2-NBC** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/17/12 09/23/12 - - - T- - -\$800.00 0.00 26 WKYC 09/25/12 09/25/12 Tonight Show CM 1135p-1237a - T- - - -:30 \$3,500.00 P-5 0.00 NM \$3,500.00 Tonight Show (11:35 PM-12:35 XM) TONITE SHW-NBC< Weekdays Spots/Week Rating **End Date** Rate Start Date Week: 09/24/12 09/30/12 - T- - - -\$3,500.00 0.00 27 WKYC 09/25/12 09/25/12 СМ - T- - - -:30 M-F 2-3p \$450.00 P-5 0.00 NM 2-3p 1 \$450.00 (2:00 PM-3:00 PM) Rachel Ray RACHAEL RAY Start Date **End Date** Weekdays Spots/Week Rate Rating 09/30/12 - T- - - -Week: 09/24/12 \$450.00 0.00 28 WKYC 09/25/12 09/25/12 Early Today CM 4a-430a - T- - - -:30 \$100.00 P-5 0.00 NM \$100.00 Early Today EARLY TDAY-NBC<

Rating

0.00

Rate

\$100.00

End Date

09/30/12

Start Date

Week: 09/24/12

Weekdays

- T- - - -

Spots/Week

Print Date: 09/25/12 09:07:48 Page 4 of 5

Order / Rev: 714492 Advertiser: NEA Fund for Children and Public

Alt Order #: 06321162 Product Desc: NEA FUND FOR CHILD. WKYC

Flight Dates: 09/19/12 - 09/25/12 Estimate: 1640

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
29 WKYC	09/25/1	2 09/25/12	M-F 4-5p	CM	4p-5p	- T	:30 1		0.00 NM	1	\$800.00
ELLEN.			Ellen Degeneres								
ELLEN<	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/2		09/30/12	- T	1	\$800.00	0.00					
30 WKYC	09/25/1	2 09/25/12	M-F 5-6a	CM	5a-6a	- T	:30 1	\$1,000.00 P-5	0.00 NM	1	\$1,000.00
CH3 NE	WS SUN	IRS	Channel 3 News	@ 5AM							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/2	24/12	09/30/12	- T	1	\$1,000.00	0.00					
31 WKYC	09/25/1	2 09/25/12	M-F 5-6p	CM	5p-6p	- T	:30 1	\$1,400.00 P-5	0.00 NM	1	\$1,400.00
DR. PHI	L		Dr. Phil								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/2		09/30/12	- T	1	\$1,400.00	0.00					
32 WKYC	09/25/1	2 09/25/12	M-F 6-630p	CM	6p-630p	- T	:30 1	\$3,000.00 P-5	0.00 NM	1	\$3,000.00
CH 3 NV	NS AT 6		Channel 3 News	аг ор							
Star	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/2		09/30/12	- T	1	\$3,000.00	0.00					
33 WKYC	09/25/1	2 09/25/12	M-F 730-8p Entertainment To	CM	730-8p	- T	:30 1	\$2,000.00 P-5	0.00 NM	1	\$2,000.00
ENT TO	NIGHT 3	30<	Lintertainment 10	migni							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/2		09/30/12	-T	1	\$2,000.00	0.00			2 22 1114		
34 WKYC	09/25/1	2 09/25/12	M-F 9-10a Today Today Show II	II CM	9a-10a	- T	:30 1	\$800.00 P-5	0.00 NM	1	\$800.00
TODAY	SHW2-N	IBC	roday onow n								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/2		09/30/12	- T Tonight Show	CM	\$800.00	0.00 W	:30 1	\$3,500.00 P-5	0.00 NM	1	\$3,500.00
35 WKTC	09/19/1	2 09/19/12	Tonight Show	Civi	1135p-1237a	VV	.30	\$3,500.00 P-5	U.UU INIVI	1	\$3,300.00
TONITE	SHW-N	BC<	· ·								
Star Week: 09/	rt Date	End Date 09/23/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$3,500.00	Rating 0.00					
		2 09/23/12	M-F 11a-1230p	CM	11a-1230p	W	:30	\$800.00 P-5	0.00 NM	1	\$800.00
00 Mil. 0	00/10/1	2 00/10/12	11a-1230p	0	11a 1200p		.00	φοσο.σσ1 σ	0.00 14111	·	φοσο.σσ
_	SHW3-N					5					
Star Week: 09/	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00					
		2 09/19/12		CM	4p-5p	W	:30 1	\$800.00 P-5	0.00 NM	1	\$800.00
			Ellen Degeneres								
ELLEN<		End Data	Modedaya	Cnoto/Mook	Doto	Dating					
Week: 09/	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00					
		2 09/19/12	M-F 5-6p	CM	5p-6p	W	:30 1	\$1,400.00 P-5	0.00 NM	1	\$1,400.00
DD D			Dr. Phil								
DR. PHI	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/23/12	W	1	\$1,400.00	0.00					
39 WKYC	09/19/1	2 09/19/12	M-F 6-7a	CM	6a-7a	W	:30 1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
CH3 NE	WS TOD	1ΔΥ	Channel 3 News	Today @ 6AN	1						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/23/12	W	1	\$2,500.00	0.00					
40 WKYC	09/19/1	2 09/19/12	M-F 7-9a Today	CM	7a-9a	W	:30 1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
TODAY	SHW		Today Show								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/23/12	W	1	\$2,500.00	0.00					
41 WKYC	09/19/1	2 09/19/12		CM	730-8p	W	:30 1	\$2,000.00 P-5	0.00 NM	1	\$2,000.00

Print Date: 09/25/12 09:07:49 Page 5 of 5

WKYC

Order / Rev: 714492 Advertiser: NEA Fund for Children and Public NEA FUND FOR CHILD. Alt Order #: 06321162 Product Desc:

Flight Dates: 09/19/12 - 09/25/12 Estimate: 1640

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			M-F 730-8p									
			Entertainment To	night								
ENT TO	NIGHT 3	80<								_		
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	17/12	09/23/12	W	1	\$2,000.00	0.00						
42 WKYC	09/19/12	2 09/19/12	M-F 9-10a Today	II CM	9a-10a	W	:30	1	\$800.00 P-5	0.00 NM	1	\$800.00
			Today Show II									
TODAY	SHW2-N	IBC										
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	17/12	09/23/12	W	1	\$800.00	0.00						

\$71,400.00 Totals 42